



Marketing Goal: Raise awareness related to the BC Theatre Program to sell out There is a War for five performances.

I. For each house in There is a War to be at full capacity:

We must effectively reach our target markets, increase our tangibles, and coordinate information release. Through involving students, faculty, staff, and the larger campus community, filling up to 100 seats for five nights will be achievable.

II. Our Target Markets Include:

Social Media:

- Facebook- Brevard, NC Community members; Cast and Crew/family and friends
- Instagram- Students and young adults in the BC community and greater Brevard area
- Snapchat- Students who are in the Porter Center; Patrons

Word of Mouth:

Campus Community- students, faculty and staff

Alumni Magazine:

Alumni and their friends and families who have an attachment to Brevard College, or even specifically the theatre department

Cross Marketing:

- Asheville Theatres- other theatre makers under 50
- Western Carolina- students who are interested in theatre
- Flat Rock Playhouse- educational audience; high school-college aged & educators
- Brevard Little Theatre- community members who are interested in theatre and would like to see variety of works

Local Entertainment Venues- people who are excited about doing and seeing art

- Who has done this show that may also want to promote our show?
- Who have we worked with in the past that would also be interested in the show?

III. Tangibles Can Include:

- Ticket Raffle at community holiday events, etc.
- Interview the playwright
- Information Packets for FOFA and other donors
- Talk back or Presentation

IV. Tentative Schedule of Events:

Activity	Due Date
Poster Designed and Approved	6 weeks out
Flyer or small cards (of poster) created	5 weeks out
Press Release Written and Approved	5 weeks out
Eblast 1	5 weeks out
Facebook event	5 weeks out
Snapchat Filter	5 weeks out
Tickets on Brown Paper Tickets	4 weeks out
Eblast 2 for Raffle, Meet The Producers	4 weeks out
Raffle at Events in the Community	4 weeks out

C. Alex Webster
There is a War
Design Bid: Marketing and Publicity



Posters distributed	4 weeks out
Flyers/Cards distributed	3 weeks out
EBlast 3- Raffle #2	2 weeks out
Program Complete	1 week out
Photos- dress rehearsal	Week of Show
Eblast 4- Day of Show	Day of Show
Eblast 5- Saturday Afternoon	Saturday afternoon of show

The marketing for our shows is imperative. In Brevard, we are all affected by the concept we live in a bubble—we and contain ourselves in smaller groups of people as opposed to a large community. By branching out and being more aware, we can each contribute to bringing in more patrons. Groups like athletic teams, FYE/basic level classes, or clubs, could be other target groups. Promoting interdisciplinary discussions regarding the play- existential literature, religion classes, history club, etc. could result in more patrons seeing the play and being affect by the production. I believe our theatre has a goal to reach the community around us and affect them as members of society. By increasing the marketing plan to include these components and more, upon further collaboration, the theatre program will be setting itself up to achieve its goals.